



NEWS RELEASE

For immediate release: Aug. 8, 2012

Contact: Robin McCormick | rmccormick@hampton.gov | 757-728-3276

22 Lincoln Street | Hampton, VA 23669

What's your image of Hampton?

If you were visiting Hampton and wanted a souvenir, what logo would it have on it? If you had a Hampton coffee mug, what would you want it to look like?

Right now, we don't know. There's the "1st/h" logo that was developed around the '70s and is still in use, but it's been informally replaced by the script "Hampton" that came into use a decade or so ago. And most city departments, as well as various business districts and neighborhoods, have developed their own logos.

Can we all get on the same page? That's the goal, but first we have to draw out what that page might look like. Over the past 6 months, the city has been gathering your ideas about what makes Hampton unique and why you love it.

Here are the qualities you said you hold most dear: History, waterfront, home, beach, community, diversity and progressive.

The city's slogan (or advertising tagline) has stood for more than 25 years as "From the Sea to the Stars." It reflects our history and our close ties with NASA and the high-tech growth that leads to our future.

We've run some ideas by focus groups of more than 200 people over the past three months, and they've sent us back to the drawing board more than a few times. They've helped us narrow the selection to four finalists.

Now, we'd like your viewpoint. Keep in mind that this new logo won't replace the city seal, which remains the official symbol for city ceremonial use. This is the casual, everyday image that will grace the website and signs around town. It's the image that you might actually display on your car, window, coffee mug or shirt.

Which image has the kind of resonance for you personally? Keep in mind this should carry us well into the next decade! Cast your vote at www.hampton.gov.